



NORTH DAKOTA
DEPARTMENT of HEALTH



NEWS RELEASE

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The March of Dimes and North Dakota Department of Health Encourage Pregnant Women and New Mothers to Enroll in Text4baby

BISMARCK, N.D. – The March of Dimes and the North Dakota Department of Health are working together to make North Dakota's pregnant women and new mothers aware of text4baby. Text4baby is the nation's only free mobile information service designed to promote maternal and child health through text messaging. Women who text "BABY" (or "BEBE" for Spanish) to 511411 receive three free text messages a week, timed to their due date or their baby's birth date, through pregnancy and up until the baby's first birthday. The messages address topics such as immunization, nutrition, birth defect prevention, safe sleep and developmental milestones.

"The North Dakota Department of Health is excited to be working with the March of Dimes to promote critical free health and safety information to women who need it the most through text4baby," said Kim Mertz, Family Health Division Director for the North Dakota Department of Health. "The text4baby service includes over 250 messages with the most critical information that experts want pregnant women and moms with infants younger than 1 to know."

Text4baby launched a State Enrollment Contest on Mother's Day. The contest is a friendly competition among states to connect even more women to critical health and safety information. The top states that enroll the highest percentage of pregnant women and mothers in text4baby between May 12 and Oct. 21, 2013, will be announced and recognized during the American Public Health Association Annual Meeting in Boston, Mass., in early November.

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“Research shows that women who use text4baby feel more prepared for parenthood,” said Reba Mathern-Jacobson, Director of Program Services for the March of Dimes North Dakota Chapter. “They are confident with their greater knowledge, leading them to better health for them and their babies.”

“TheText4baby State Enrollment Contest is a great way for states to actively participate in making sure pregnant women and new moms across the country get the information they need about immunizations, appointments, resources, and other health and safety information that leads to better health for them and their babies,” said Sarah Ingersoll, text4baby director, National Healthy Mothers, Healthy Babies Coalition. “Text4baby is proven effective and with the March of Dimes North Dakota Chapter and the North Dakota Department of Health’s help, more moms can get signed up to receive these valuable messages.”

More information about text4baby can be found at www.text4baby.org. For more information, contact Kim Mertz, North Dakota Department of Health, at 701.328.4528 or Reba Mathern-Jacobson, March of Dimes North Dakota Chapter, at 701.552.9180.

About text4baby

Text4baby is the nation’s only free mobile information service designed to promote maternal and child health through text messaging. A free service of the nonprofit National Healthy Mothers, Healthy Babies Coalition (HMHB), the Founding Sponsor is Johnson & Johnson. Founding partners include Voxiva, CTIA - The Wireless Foundation, and Grey Healthcare Group (a WPP company). Text4baby’s public-private partnership also includes over 900 national, state and local organizations including the American Academy of Pediatrics, American College of Obstetricians and Gynecologists, and Centers for Disease Control and Prevention. Women who text "BABY" (or "BEBE" for Spanish) to 511411 receive three free text messages a week, timed to their due date or their baby's birth date, through pregnancy and up until the baby's first birthday. The messages address topics such as immunization, nutrition, birth defect prevention, safe sleep, and developmental milestones. To learn more, please visit text4baby.org.

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